

**DUN'S
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AND MODERN INDUSTRY

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the art of management
is the difference*

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Dear Sir:

Recently the editors of DUN'S REVIEW prepared a collection of the best articles on management, personal direction and investment that have appeared in our pages this year.

(This special report, "What's Ahead in Management: Provocative Guidelines for the Executive," is yours free with a trial subscription to DUN'S REVIEW.)

In editing this material for our new collection, we were struck again by that dominant trait which runs through all successful organizations and men—the knowledge of goals so well-defined that they are unmistakable.

Question yourself as to your goals. Ask yourself if your aims can be set down, right now, on a piece of paper. Then, what is the strength that you need to reach them?

You need perspective—to reinforce your thinking, and to evaluate properly events and trends as they unfold.

Put DUN'S REVIEW to work in your thinking. This handsome magazine, published by the firm that specializes in business information—Dun & Bradstreet—is probably the most exciting, the most "in" business magazine produced today.

What is in DUN'S REVIEW for the business man? Look at some of the recent articles...

EXECUTIVES, WIVES—AND TROUBLE... there's no doubt that she can be a problem when it comes to promoting a man or in deciding what trips she should go on, what functions she should attend. Very widely quoted.

EXECUTIVES AND MUTUAL FUNDS... there are a whole raft of mutual funds for the executive to choose from. Should he pick the one with the high yield? Or should he look for safety? Or tax deferral? Here are all the answers.

THE FINE ART OF HIGH-YIELD MANAGEMENT . . . a few favored companies never seem to have trouble returning a high yield on investors' capital. What's the golden secret?

WANTED: \$50,000-A-YEAR MEN takes a look at the current executive job market. Lists some 300 jobs by title and industry that pay from \$20,000 to over \$100,000 a year!

Now here are a few of the regular features . . .

THE EXECUTIVE INVESTOR—stock market pulse-taking by the famed Moody's Investors Service, giving you late reports on the industries and companies to watch for growth and income.

TREND OF BUSINESS—Dun & Bradstreet checks the movement in construction, retail sales, consumer installment credit, steel, and vital economic factors.

SALES AND MARKETING—the most significant late trends in selling and distribution; also research and advertising.

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Edwin Emmett

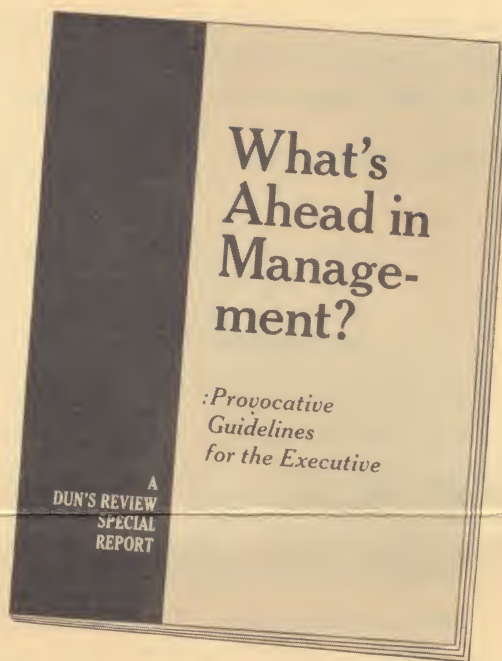
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"What's Ahead in Management" is not for sale. It is a gift to executives like yourself whom we have singled out as the kind of reader we feel will enjoy DUN'S REVIEW.

This 19-part report will be given to you to demonstrate the knowing guidance that DUN'S REVIEW provides in twelve regular issues per year plus six 100-page special reports.

"What's Ahead in Management" is a provocative guideline for executives like yourself. This handbook, we have been told, not only gives new dimensions to the vital art of business management—it will give new meaning to your own personal aims.

This report will enable you to focus anew on your goals and those of your company. You will follow a carefully-organized editorial progression from one major aspect of profitable management to another—giving you concise, meaningful exploration of the excellence you must strive for in Organization, Financial Efficiency, Sales, and Executive Development.

Yours free with a trial subscription to DUN'S REVIEW — only \$2.95.

HOW LONG MUST YOU WAIT TO GET TO THE TOP?

Here's one way to compare your own path to success with similar jobs elsewhere, from a recent issue of DUN'S REVIEW. Find your job function below, and this survey will tell you how long the average man must wait to get to the top — or to the first-choice spot.

Your Present Job Function	Average Wait to Top Job — First- Choice Man	Average Wait to Top Job — Second- Choice Man
Corporate Planning	0 years*	9 years
General Administration	3 years	6 years
Sales or Marketing	4 years	5 years
Finance	6 years	10 years
Purchasing	4 years	10 years
Personnel Administration	8 years	9 years
Production	5 years	9 years
Research	7 years	12 years
Accounting	6 years	8 years
Traffic	-3 years**	0 years*
Engineering	7 years	9 years
International	7 years	8 years
Legal	9 years	15 years
Advertising & Promotion	6 years	11 years
Public Relations	8 years	17 years

* 0 years doesn't mean that he has arrived. It means that he is probably as close to retirement age as the boss.

** -3 years means that on the average he is that much older than the boss!

One more footnote on this survey. The important thing is not really how many years it will take you to get "There." But — are you first-choice man, second-choice, or further down?

YOUR GRASP OF THE ART OF MANAGEMENT IS THE DIFFERENCE!

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"What's Ahead in Management?"

211

Where are the NEW Business Leaders?

- Q.** "What do you consider the prime task of management today to keep a well-managed company moving forward?"
- A.** "More men of judgment, imagination and ambition to staff the middle ranks of management and perhaps become the leaders of tomorrow."
- A.** "The most pressing task is the development of knowledgeable managers who recognize the urgency of maximum capital utilization."
- A.** "Too many men in the middle ranks of management seem to prefer security above all."

These quotes from some of the 300 top executives recently interviewed by the editors of **DUN'S REVIEW** clearly show a need you can fill — and show that you must prepare yourself for higher management.

**Prepare Yourself with DUN'S
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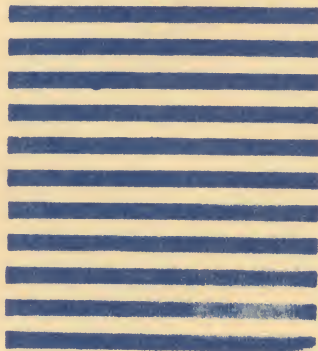
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